

TOURIST INCLINATION TOWARDS HERITAGE & CULTURAL

(A STUDY OF UDAIPUR)

RAJESH¹ & MADHU MURDIA²

¹Research Scholar, Pacific Institute of Hotel Management, Pacific University, Udaipur, Rajasthan, India

²Associate Professor, Pacific Institute of Hotel Management, Pacific University, Udaipur, Rajasthan, India

ABSTRACT

This study is conducted to know the level of inclination of tourist towards heritage and culture who visits Udaipur. Because, Heritage for Indian tourism always play a role of an essential contrivance to attract the tourist. Heritage of any destination acts as strong resource for tourism. Rajasthan state is one which is full of heritage attractions and Udaipur city among all the cities of Rajasthan is one of the most preferable destinations to experience the heritage, culture, art, history and natural beauty. It is found that tourists are more inclined and prefer to visit, to know the glory and culture of Udaipur.

This study pictures heritage resources in detail. It also depicts about significance of heritage to promote tourism in Udaipur. Being a analytical study, major data is collected from the primary source.

KEYWORDS: Heritage, Udaipur, Tourism, Tourist

INTRODUCTION

Tourism is second largest industry in world more than 10% of job and GDP is contributed by this sector directly Udaipur is one of the important destinations for the international tourist. Udaipur has potential of tourism and has various types emerging trends of tourism like Ecotourism, Natural Tourism, Sports tourism, Sustainable tourism, Rural tourism, Tribal tourism, Historical tourism and more over Heritage tourism. Heritage Tourism is one of the dynamic and fascinating industries. Udaipur city lead increase in arrival of tourist which has much reason safety, security, Tourism marketing, infrastructure, accommodation facility among this tourism marketing is vital in for tourist arrival.

Heritage tourism has a number of components that must be met within the context of sustainable development such as; the conservation of cultural resources, accurate interpretation of resources, authentic visitors' experience, and the stimulation of the earned revenues of cultural resources. The cultural heritage tourism is not only concerned with identification, management and protection of the heritage values but it must also be concerned in understanding the impact of tourism on communities and regions, providing financial resources for protection, achieving economic and social benefits as well as marketing and promotion.

Udaipur has been renowned for its ancient history, royal heritage and culture. Udaipur glorious past and cultural diversity make a potential blend which attracts thousands of domestic and international tourists each year to its heritage tourist destination. Udaipur has rich heritage reflects in its various temples, monuments, historical palaces, forts, lake. Heritage Tourism has been highly touted as a route to the development of a city or environment. It professes to bring much needed revenue and employment to the inhabitants of the place, while simultaneously laming to preserve its cultural,

historical or natural attraction.

REVIEW OF LITERATURE

Heritage tourism involves visiting historical or industrial sites that may include old canals railways, battlegrounds, etc. The overall purpose is to gain an appreciation of the past.

Heritage is not easily defined. It is suggested that heritage is simply `all and a cynical view, might be that there are as many definitions of heritage as there are heritage practitioners (Markham 1995)

Many scholars have preferred to be off the definition as broad as possible because, the concept of heritage has always developed and changed according to the contemporary societal context of transforming power relationships and emerging national, and other, identities, while the products of heritage, such as heritage development, heritage tourism and heritage management are easier to define than the concept of heritage itself (Harvey 2001)

TYPES OF HERITAGE TOURISM

Although few definitions of heritage tourism are there but no definition is widely accepted. Because some authors speak of cultural heritage in general, while others focus their studies on particular types of heritage, such as built heritage, movable heritage, archaeological heritage, etc. An integrated approach leads to the formation of historical landscapes (sometimes cityscapes) – complex protected areas merging different types of heritage.

In some studies, natural heritage is considered a part of cultural heritage. Their authors point out that the dividing line between the two is very much blurred, as nature is always perceived through a cultural lens, and natural landscapes have often been formed through human activity. In any case, both notions are crucial from the point of view of sustainable development.

The role of intangible heritage, as defined in the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage (2003), is widely discussed. Cultural tourism is experiential tourism based on being involved in and stimulated by the performing arts, visual arts, and festivals.

Heritage tourism, whether in the form of visiting preferred landscapes, historic sites, buildings or monuments, is also experiential tourism in the sense of seeking an encounter with nature or feeling part of the history of the place (Hall and Zeppel, 1990).

So this is very difficult to separate heritage and culture from each other because in other way culture is also a component of heritage. Culture is not confined to only art form, rather, it is revealed in a wide and broad spectrum which includes knowledge, beliefs, art, morals, rituals, law, customs, costumes and any other capabilities as well as habits acquired by man as a member of society (Taylor, 1971). There are many studies focused on heritage institutions, such as archives, museums, libraries, national parks, etc. According to Butler, making simplistic and idealized comparisons between mass and new forms of tourism “such that one is obviously undesirable and the other close to perfection, is not only inadequate, it is grossly misleading”. To refraining the heritage with particular component will reduce the significance of itself.

Bahareh Pourafkari (2007) in his thesis he quotes the reference of Brian Wheeler that claiming a less destructive approach appeases the guilt of thinking while they continue to spread global tourism. The impacts of tourism are most frequently seen as economic, environmental and social and cultural, with the latter two often combined into one.

After the brief description and understanding of the term heritage, focus is thrown on the title of the study.

ABOUT UDAIPUR CITY & HERITAGE

The main purpose of this research paper is to highlight the various activities and wealth of Heritage tourism in the Udaipur city, Rajasthan. It is observed that people are always fond of art, architecture, History, Glory and for such activities; they love to visit forts and Historical palace. Some want to touch and feel Heritage sites which is also attracts tourists towards Heritage culture, history, art, architecture Miniature painting, Cuisine, Lakes sanctuaries and parks. Towards an increased specialization trend among tourists make Heritage/ Cultural tourism as the fastest growing segment of the tourism industry.

This paper is all about the Heritage tourism extensive to the beautiful area of Mewar region of Rajasthan i.e. Lakes, Monsoon Palace, Shilpgram, Jagdish Temple, Bagore-ki-Haveli, Ahar Museum, Bharatiya Lok Kala Mandal, Saheliyon ki-Bari, Gulab Bagh, Jag Mandir, Ambrai ghat, Shilp Gram, Kumbhalgarh Fort, Jaisamand Lake, Udaipur Solar Observatory. Vintage cars and eye catching paintings add a spark in City Palace which makes it a perfect tourism destination of Udaipur.

OBJECTIVE

- To know the level of interest of visitors towards heritage & Culture.

RESEARCH METHODOLOGY

Research methodology used in this paper is analytical and partially descriptive. For the data collection **purposive sampling method** was adopted. Primary and secondary data was collected for the support of the study. The primary data was collected through questionnaire method. Sample unit were domestic and international tourist. **Sample size was 300** (No's). As a statistical tool for data analysis **Likert Scale** was used. Interpretation is based on graphical representation of analysis.

RESULTS AND DISCUSSIONS

This analysis will check the Tourists Inclination towards Heritage & Culture at Tourist Destinations. To serve this objective, respondents were requested to share their level of agreement for various statements. The degree of agreement towards statements was set from 1 to 5 (5 denotes the strongly agree, whereas, 1 is the strongly disagree).

In addition following criteria is used for analysis part:-

The score among 1.00-1.80 means Strongly Disagree

The score among 1.81-2.60 means Disagree

The score among 2.61-3.40 means Neutral

The score among 3.41-4.20 means Agree

The score among 4.21-5.00 means Strongly Agree

The analysis is presented table 1, which summaries the agreement level of respondents towards 16 statements.

It can be observed that respondents are strongly agree with the statements that I know what is cultural and heritage tourism (Mean Score=4.25), I can learn a lot of historical and cultural knowledge during the cultural and heritage travel (Mean Score = 4.55), I am interested in visiting to heritage sites such as City Palace, Sajjangarh fort, Shikar Bari, Jagdish Temple, Ekling Ji etc. in Udaipur (Mean Score = 4.61), I am excited to know the Present cultural heritage, customs, rituals, and lifestyle, as well as historical, and ethnographic exhibits (Mean Score = 4.52), I am interested in visiting historic buildings, monuments and architecture in Udaipur (Mean Score = 4.43), Udaipur is rich in natural beauty (Mean Score = 4.70), It has glorified History (Mean Score = 4.71), Art, Culture, Architecture, Cuisines and costumes are interesting (Mean Score = 4.49), Its heritage attributes attracts you to visit Udaipur (Mean Score = 4.57), Tourism Promotion of Udaipur as Heritage destination will improve the number of tourist (Mean Score = 4.59) and The beauty of historical places and monuments is maintained properly (Mean Score = 4.61).

The tourists are agreed to points that I often have cultural and heritage travel (Mean Score = 4.18), I would include a visit to a museum during the vacation in Udaipur city (Mean Score = 3.81), I would visit a local festival/event during the vacation in Udaipur (Mean Score = 3.91), I am interested in visiting theaters, arts (music/dance) in Udaipur (Mean Score = 3.75) and Handicrafts and souvenirs available here itself depict the art and culture of the place (Mean Score = 3.92).

In conclusion it can be inferred that Tourists have significant inclination towards Heritage & Culture at Tourist Destinations

Table 1: Tourists Inclination towards Heritage & Culture at Tourist Destinations

S. No.	Statement	Mean Score	Level of Agreement
I-1	I know what is cultural and heritage tourism	4.25	Strongly Agree
I-2	I often have cultural and heritage travel.	4.18	Agree
I-3	I can learn a lot of historical and cultural knowledge during the cultural and heritage travel	4.55	Strongly Agree
I-4	I would include a visit to a museum during the vacation in Udaipur city	3.81	Agree
I-5	I would visit a local festival/event during the vacation in Udaipur.	3.91	Agree
I-6	I am interested in visiting to heritage sites such as City Palace, Sajjangarh fort, Shikar Bari, Jagdish Temple, Ekling Ji etc. in Udaipur.	4.61	Strongly Agree
I-7	I am excited to know the Present cultural heritage, customs, rituals, and lifestyle, as well as historical, and ethnographic exhibits.	4.52	Strongly Agree
I-8	I am interested in visiting historic buildings, monuments and architecture in Udaipur.	4.43	Strongly Agree
I-9	I am interested in visiting theaters, arts (music/dance) in Udaipur.	3.75	Agree
I-10	Handicrafts and souvenirs available here itself depict the art and culture of the place	3.92	Agree
I-11	Udaipur is rich in natural beauty.	4.70	Strongly Agree
I-12	It has glorified History.	4.71	Strongly Agree
I-13	Art, Culture, Architecture, Cuisines and costumes are interesting	4.49	Strongly Agree

I-14	Its heritage attributes attracts you to visit Udaipur	4.57	Strongly Agree
I-15	Tourism Promotion of Udaipur as Heritage destination will improve the number of tourist	4.59	Strongly Agree
I-16	The beauty of historical places and monuments is maintained properly	4.61	Strongly Agree

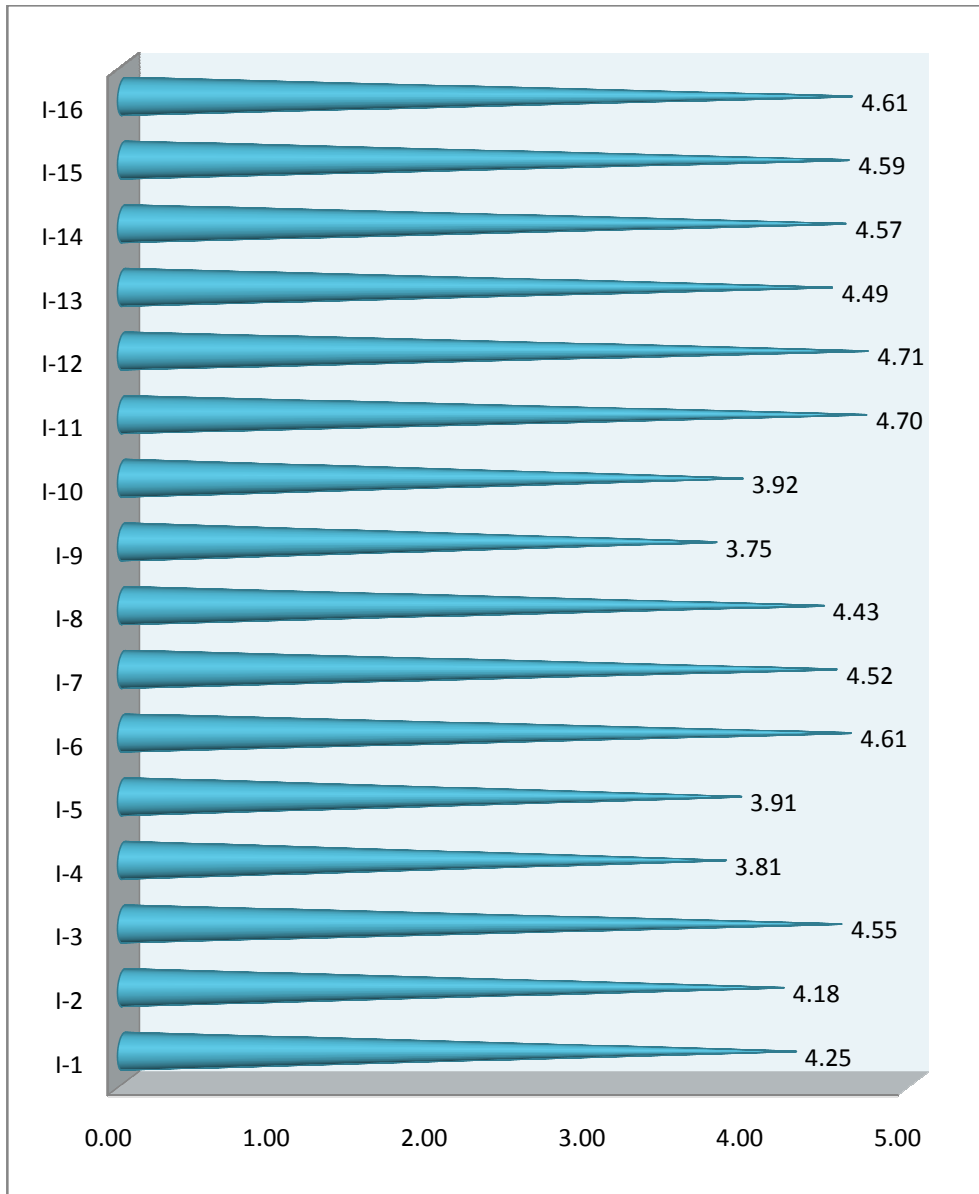


Figure 1

CONCLUSIONS

Heritage Tourism consists of many diverse values like historical, architectural, cultural, natural, archaeological, and geological values. It is a mirror of different ways of lives, habits and over all human development.

Due to the specialized tourism trend, potential for heritage tourism is constantly increasing in India.

Rajasthan is considered as underdeveloped and backward state among other major tourism states although it is

continuously gaining the tourist attention throughout the world. In this term Udaipur is one of the developed, advance and popular city in all the component of tourism like, Attractions, transport, air connectivity, accommodation, road and infrastructure, shopping facilities, heritage, culture and art etc.

After the comprehensive study on this topic it can be concluded that with the change of time interest of tourists also varies but as far as heritage is concerned it is attracting more tourists. Tourists are giving the preference to visit heritage sites, festival, liking to shop handicrafts and many more traditional things.

Hence, it is a good sign for the Udaipur's tourism industry that tourists who visit Udaipur are more inclined towards its heritage and culture rather than other tourism activities.

REFERENCES

1. Bahareh Pourafkari, "A comparative study of cultural tourism development in Iran and Turkey", Thesis, Lulea University of Technology, pp. 33, ISSN: 1653-0187, 2007
2. David C. Harvey, "Heritage Pasts and Heritage Presents: temporality, meaning and the scope of heritage studies", *International Journal of Heritage Studies*, 7:4, p. 319-338, 2001 <http://dx.doi.org/10.1080/13581650120105534>
3. E. B. Tylor, "Primitive Culture: Researches into the Development of Mythology, Religion, Language, Art and Custom", 2 vols, Boston: Estcs and Lauriat, 1887
4. <http://www.idharbhighumlo.com/udaipur-tourism>, Retrieved on February 6, 2016
5. <http://www.udaipurplus.com/Lokkalamandal>, Retrieved on February 6, 2016
6. <http://www.ukessays.com/essays/tourism/promotion-of-rajasthan-as-a-heritage-tourist-destination.php>, Retrieved on February 6, 2016
7. P. J. Larkham, "Heritage as planned and conserved. D. T. Herbert (ed.) *Heritage, tourism and society*", London: Mansell, p. 85, 1995
8. Sid Ahmed Baghli, M. Bedjaoui, "The Convention for the Safeguarding of the Intangible Cultural Heritage: The Legal Framework and Universally Recognized Principles", *Museum International*, n° 221/222, UNESCO Paris, 2007
9. Weiler, B. & Hall, C. (eds.), "Special Interest Tourism", London: Belhaven, pp.47-68
10. Zeppel, H. & Hall, C. "Arts and heritage tourism", London: Belhaven, p.54, 1992
11. <https://en.wikipedia.org/wiki/Saheliyon-ki-Bari>, Retrieved on February 6, 2016